IN THE CLAIMS

1. (Previously presented) An insert piece for a container holding a product which is to be heated or cooled, which insert piece defines a substantially elongate space which is intended to accommodate a heating or cooling means, the insert piece having a peripheral wall with a closed end and an open end, which open end is provided with an outwardly projecting rim for attaching to the container, the peripheral wall comprising different sections, wherein each section of the peripheral wall has a wall section of substantially constant diameter, and two adjacent sections are connected to one another by an annular transition which is substantially perpendicular to the wall sections.

2. (Currently Amended) The insert piece as claimed in claim 1, wherein the peripheral wall comprises two sections of different diameters, wherein the two sections are connected by the annular transition.

3. (Previously presented) The insert piece as claimed in claim 2, wherein the section which adjoins the closed end of the insert piece has a smaller diameter than the diameter of the section which adjoins the open end.

4. (Previously presented) The insert piece as claimed in claim 1, wherein the insert piece is made from packaging steel.

5. (Previously presented) The insert piece as claimed in claim 4, wherein the packaging steel is coated with plastic.

6. (Previously presented) The insert piece as claimed in claim 1, wherein the insert piece is produced by deep-drawing.

7. (Currently Amended) A container for a product which is to be heated or cooled, provided with an insert piece as claimed in claim 1, wherein the open end of the insert piece is provided with the outwardly projecting rim attached to the container.

8. (Currently Amended) A process for forming an insert piece of Claim 1 for a container for a product which is to be heated or cooled, which insert piece is used to accommodate a heating or cooling means, and which insert piece is of elongate form with a peripheral wall and an open end and a closed end, wherein the insert piece is produced by deep-

drawing in at least two deep-drawing steps, in such a manner that the peripheral wall of the insert piece is composed of two sections of different diameters and the two adjacent sections are connected to one another by the annular transition which is substantially perpendicular to the wall sections.

9. (Currently Amended) The container as claimed in claim 7, wherein the peripheral wall comprises two sections of different diameters, wherein the two sections are connected by the annular transition.

10. (Previously presented) The container as claimed in claim 9, wherein the section which adjoins the closed end of the insert piece has a smaller diameter than the diameter of the section which adjoins the open end.

11. (Previously presented) The container as claimed in claim 7, wherein the insert piece is made from packaging steel.

12. (Previously presented) The container as claimed in claim 11, wherein the packaging steel is coated with plastic.

13. (Previously presented) The container as claimed in claim 7, wherein the insert piece is produced by deep-drawing.

14. (Previously presented) The process as claimed in claim 8, wherein the section which adjoins the closed end of the insert piece has a smaller diameter than the diameter of the section which adjoins the open end.

15. (Previously presented) The process as claimed in claim 8, wherein the insert piece is made from packaging steel.

16. (Previously presented) The process as claimed in claim 15, wherein the packaging steel is coated with plastic.

17. (New) The container of claim 7, wherein the insert piece is the only insert in the container.

18. (New) The insert piece as claimed in claim 1, wherein the closed end is flat.

19. (New) The insert piece as claimed in claim 1, wherein the height of the insert piece is divided in half by the annular transition.

20. (New) The insert piece as claimed in claim 1, wherein the outwardly projecting rim has a concave hollow longitudinal cross-section, and wherein the concave hollow

longitudinal cross-section has an open end facing upwardly when the insert piece is oriented to have the open end of the insert piece face downwardly.

21. (New) The process as claimed in claim 8, wherein the insert piece is produced by deep-drawing in two deep-drawing steps, in such a manner that the peripheral wall of the insert piece is composed of two sections of different diameters, wherein each deep-drawing step results in the diameter of one of the two sections.